

- Q10. Which of the following methodology should be followed to regulate the wholesale tariff in the non – CAS areas and why?
- Revenue Share - Agree**
  - Retail minus.
  - Cost plus.
  - Any other method approach you would like to suggest.
- Q11. If the revenue share model is used to regulate the wholesale tariff, what should be the prescribed share of each stakeholder? Please provide supporting data?
- Point 1: 33:34:33 (Broadcaster, MSO & LCO Resp.)**
- Q12. If the cost plus model is used to regulate the wholesale tariff, should it be genre wise or channel wise?
- Point 1: Channel wise**
- Q13. Can forbearance be an option to regulate wholesale tariff? If yes, how to ensure that (i) broadcasters do not increase the price of popular channels arbitrarily and (ii) the consumers do not have to pay a higher price.
- Point 1: Yes**
- Q14. What is your view on the proposal that the broadcasters recover the content cost from the advertisement revenue and carriage cost from subscription revenue? If the broadcaster is to receive both, advertisement and subscription revenue, what according to you should be the ratio between the two? Please indicate this ratio at the genre levels?
- Point 1: Broadcasters generates revenue from Subscription & Advertisement, the ratio should be 50:50**
- Q15. What is your view on continuing with the existing system of tariff regulation based on freezing of a-la-carte and bouquet rates as on 1.12.2007; and the rate of new channels based on the similarity principle at wholesale level? You may also suggest modifications, if any, including the periodicity and basis of increase in tariff ceilings.
- Point 1: Bouquet should not be continue.**
- Q16. Which of the following methodologies should be followed to regulate the retail tariff in non-CAS areas and why?
- Cost Plus
  - Consultative approach
  - Affordability linked - Agree**
  - Any other method/approach you would like to suggest
- Q17. In case the affordability linked approach is to be used for retail tariff then should the tariff ceilings be prescribed (i) single at national level or (ii) different ceilings at State level or (iii) A tiered ceiling (3 tiers) as discussed in paragraph 5.3.23 or (iv) Any other.
- Point 1: Single at National Level**

- Q18. In case of retail tariff ceiling, should a ratio between pay and FTA channels or a minimum number of FTA/pay channels be prescribed? If so, what should be the ratio/number?
- Point 1: More FTA More Carriage**
- Q19. Should the broadcasters be mandated to offer their channels on a-la-carte basis to MSOs/LCOs? If yes, should the existing system continue or should there be any modification to the existing condition associated with it?
- Point 1: Yes – any additional channel of same genre be in another bouquet.**
- Q20. How can it be ensured that the benefit of a-la-carte provisioning is passed on the subscribers?
- Point 1: Addressability should in place.**
- Q21. Are the MSOs opting for a-la-carte after it was mandated for the broadcasters to offer their channels on a-la-carte basis by the 8th tariff amendment order dated 4.10.2007. If not, why?
- Point 1: Yes MSO want to opt the A-la-carte but Broadcaster refuses**
- Q22. Should the carriage and placement fee be regulated? If yes, how should it be regulated?
- Point 1: Can be regulated if all district town comes under TAM**
- Q23. Should the quantum of carriage and placement fee be linked to some parameters? If so, what are these parameters and how can they be linked?
- Point 1: No, it depends on demand & supply**
- Q24. Can a cap be placed on the quantum of carriage and placement fee? If so, how should the cap be fixed?
- Point 1: No, it depends on demand & supply**
- Q25. Is there a need for a separate definition of commercial subscriber in the tariff order?
- Point 1: Yes, it is highly required**
- Q26. If the commercial subscriber is to be defined in the tariff order, then does the existing definition of “Commercial subscriber” need to be revised? If yes, then what should be the new definition for the commercial subscriber?
- Point 1: Yes – all commercial places including Guest house & TV showrooms**
- Q27. In case the commercial subscriber is defined separately, then does the present categorization of identified commercial subscribers, who are not treated at par with the ordinary subscriber for tariff dispensation, need to be revised? If yes, how should it be revised?
- Point 1: Yes – but MSO should only have Commercial Rights to distribute the signals**
- Q28. Should the cable television tariff for these identified commercial subscribers be regulated? If yes, then what is your suggestion for fixing the tariff?

**Point 1:** Based on Category of Commercial Place like Restaurant, TV Showroom, Railway Station, Hospital etc.

Q29. Do you agree that complete digitalization with addressability (a box in every household) is the way forward?

**Point 1:** Yes

Q30. What according to you would be an appropriate date for analog switch off? Please also give the key milestones with time lines.

**Point 1:** 31<sup>st</sup> Dec 2013 should be the last day of Analog

Q31. What is the order of investment required for achieving digitization with addressability, at various stakeholder levels (MSOs, LCOs, and Customers)?

**Point 1:** At MSO Rs. 2k (of Digital Headend), at LCO Rs. 1k (Network upgradation) & at Customer Rs. 2k (of STBs)

Q32. Is there a need to prescribe the technology/standards for digitization, if so, what should be the standard and why?

**Point 1:** BIS Certification

Q33. What could be the possible incentives that can be offered to various stakeholders to implement digitization with addressability in the shortest possible time or make a sustainable transition?

**Point 1:** Discount on all Tax

Q34. What is your view on the structure of license where MSOs are licensed and LCOs are franchises or agents of MSOs?

**Point 1:** LCOs already have license under MSO

**Point 2:** No New MSO can get license

Q35. What would be the best disclosure scheme that can ensure transparency at all levels?

**Point 1:** MSO company should be listed in Stock Exchange

Q36. Should there be a 'basic service' (group of channels) available to all subscribers? What should constitute the 'basic service' that is available to all subscribers?

**Point 1:** Regional + DD + some channels of FTA

Q37. Do you think there is a need for a communication programme to educate LCOs and customers on digitization and addressability to ensure effective participation? If so, what do you suggest?

**Point 1:** Yes

**Point 2:** Seminars / Conference / News Paper article / Magazine / Exhibitions

Q38. Stakeholders are free to raise any other issue that they feel is relevant to the consultation and give their comments thereon.